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A B S T R A C T

First continuous web as a component of disposable wearing article to be continuously manufactured is fed in a machine direction and first continuous elastic members are fed via guide means adapted to oscillate the elastic members in a cross direction crossing the machine direction and attached thereto. Each of the guide means comprises a first servomotor having a rotary shaft adapted to repeat reversal of its rotational direction, a first arm connected directly with the rotary shaft and extending in a direction crossing the rotary shaft so that the first arm swings around the rotary shaft as the rotary shaft rotates and a first feed member adapted to direct the first continuous elastic members toward guide means formed on the first arm.